

1 of 7

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

BARACK OBAMA FOR AMERICA SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TU-F	5A-6A	NEWS	:30	\$100.00	10/09-10/12	4	1	4	\$400.00	
		Buyline Comment: NEWS										
	2	M	5A-6A	NEWS	:30	\$100.00	10/15-10/15	1	1	1	\$100.00	
		Buyline Comment: NEWS										
	3	TU-F	430A-459A	NEWS	:30	\$50.00	10/09-10/12	4	1	4	\$200.00	
		Buyline Comment: NEWS										
	4	M	430A-459A	NEWS	:30	\$50.00	10/15-10/15	1	1	1	\$50.00	
		Buyline Comment: NEWS										
	5	TU-F	6A-7A	NEWS	:30	\$190.00	10/09-10/12	4	1	4	\$760.00	
		Buyline Comment: NEWS										
	6	M	6A-7A	NEWS	:30	\$190.00	10/15-10/15	1	1	1	\$190.00	
		Buyline Comment: NEWS										
	7	TU-F	7A-9A	TODAY SHOW	:30	\$250.00	10/09-10/12	8	1	8	\$2,000.00	
		Buyline Comment: TODAY SHOW										
	8	M	7A-9A	TODAY SHOW	:30	\$250.00	10/15-10/15	2	1	2	\$500.00	
		Buyline Comment: TODAY SHOW										
	9	SA	6A-7A	NEWS	:30	\$125.00	10/13-10/13	1	1	1	\$125.00	
		Buyline Comment: NEWS										
	10	SA	7A-9A	TODAY SHOW	:30	\$175.00	10/13-10/13	1	1	1	\$175.00	
		Buyline Comment: SAT TODAY										

2 of 7

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	SU	6A-7A	NEWS	:30	\$110.00	10/14-10/14	1	1	1	\$110.00	
				Buyline Comment: NEWS								
	12	SU	7A-8A		:30	\$250.00	10/14-10/14	1	1	1	\$250.00	
				Buyline Comment: SUN TODAY								
	13	SU	9A-930A		:30	\$125.00	10/14-10/14	1	1	1	\$125.00	
				Buyline Comment: NEWS								
	14	SU	930A-10A		:30	\$175.00	10/14-10/14	1	1	1	\$175.00	
				Buyline Comment: CHRIS MATTHEWS								
	15	TU-F	9A-10A		:30	\$150.00	10/09-10/12	8	1	8	\$1,200.00	
				Buyline Comment: TODAY SHOW II								
	16	M	9A-10A		:30	\$150.00	10/15-10/15	2	1	2	\$300.00	
				Buyline Comment: TODAY SHOW II								
	17	TU-F	10A-11A		:30	\$100.00	10/09-10/12	8	1	8	\$800.00	
				Buyline Comment: TODAY SHOW III								
	18	M	10A-11A		:30	\$100.00	10/15-10/15	2	1	2	\$200.00	
				Buyline Comment: TODAY SHOW III								
	19	TU-F	11A-12P		:30	\$100.00	10/09-10/12	4	1	4	\$400.00	
				Buyline Comment: RACHEL RAY								
	20	M	11A-12P		:30	\$100.00	10/15-10/15	1	1	1	\$100.00	
				Buyline Comment: RACHEL RAY								
	21	TU-F	12P-1230P		:30	\$125.00	10/09-10/12	4	1	4	\$500.00	
				Buyline Comment: NEWS								

3 of 7

3 of 7

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	22	M	12P-1230P	NEWS Buyline Comment: NEWS	:30	\$125.00	10/15-10/15	1	1	1	\$125.00	
	23	TU-F	1230P-1P	AGENDA Buyline Comment: AGENDA	:30	\$90.00	10/09-10/12	4	1	4	\$360.00	
	24	M	1230P-1P	AGENDA Buyline Comment: AGENDA	:30	\$90.00	10/15-10/15	1	1	1	\$90.00	
	25	TU-F	1P-2P	DAYS Buyline Comment: DAYS	:30	\$150.00	10/09-10/12	4	1	4	\$600.00	
	26	M	1P-2P	DAYS Buyline Comment: DAYS	:30	\$150.00	10/15-10/15	1	1	1	\$150.00	
	27	TU-F	2P-3P	DRS Buyline Comment: DRS	:30	\$100.00	10/09-10/12	4	1	4	\$400.00	
	28	M	2P-3P	DRS Buyline Comment: DRS	:30	\$100.00	10/15-10/15	1	1	1	\$100.00	
	29	TU-F	3P-4P	PHIL Buyline Comment: PHIL	:30	\$150.00	10/09-10/12	4	1	4	\$600.00	
	30	M	3P-4P	PHIL Buyline Comment: PHIL	:30	\$150.00	10/15-10/15	1	1	1	\$150.00	
	31	TU-F	4P-5P	NEWS Buyline Comment: NEWS	:30	\$175.00	10/09-10/12	8	1	8	\$1,400.00	
	32	M	4P-5P	NEWS Buyline Comment: NEWS	:30	\$175.00	10/15-10/15	2	1	2	\$350.00	

Rep Order#	6837948	Ver#	1	Mod#	0	Status	Confirmed
EC'd	Yes						

Traffic Order# 105003

5003 **Printed:** 08/02/2012 9:21 AM
 Last Received: 08/01/2012 11:51 AM
Showing Buylines: All Lines

4 of 7

Station KSNV-TV LAS VEGAS, NV.

Advertiser (). OBAMA FOR AMERICA
Product OBAMA FOR AMERICA

Estimate# 1537

Buyer MAURA GILROY

Fax#

IT

Agency () GMMB

3050 K ST NW
WASHINGTON, DC 20007

Agency C/P1/P2/E 95/101/1537

Flight Dates 10/09/2012 - 10/15/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY

1

Salesperson Phone#	215-568-6540
SALE#	315-668-1845

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	33	TU-F	5p-630P	NEWS	:30	\$265.00	10/09-10/12	13	1	13	\$3,445.00	
		Buyline Comment: NEWS										
	34	M	5P-630P	NEWS	:30	\$265.00	10/15-10/15	2	1	2	\$530.00	
		Buyline Comment: NEWS										
	35	SA	5P-630P	NEWS	:30	\$200.00	10/13-10/13	1	1	1	\$200.00	
		Buyline Comment: NEWS										
	36	SU	830P-930P	NEWS AFTER NFL	:30	\$450.00	10/14-10/14	1	1	1	\$450.00	
		Buyline Comment: NEWS AFTER NFL										
	37	TU-F	630P-7P	JEOPARDY	:30	\$260.00	10/09-10/12	4	1	4	\$1,040.00	
		Buyline Comment: JEOPARDY										
	38	M	630P-7P	JEOPARDY	:30	\$260.00	10/15-10/15	1	1	1	\$260.00	
		Buyline Comment: JEOPARDY										
	39	TU-F	7P-730P	WHEEL	:30	\$260.00	10/09-10/12	4	1	4	\$1,040.00	
		Buyline Comment: WHEEL										
	40	M	7P-730P	WHEEL	:30	\$260.00	10/15-10/15	1	1	1	\$260.00	
		Buyline Comment: WHEEL										
	41	TU-F	730P-8P	FACE TO FACE	:30	\$150.00	10/09-10/12	4	1	4	\$600.00	
		Buyline Comment: FACE TO FACE										
	42	M	730P-8P	FACE TO FACE	:30	\$150.00	10/15-10/15	1	1	1	\$150.00	
		Buyline Comment: FACE TO FACE										
	43	SA	630P-7P	JEOPARDY	:30	\$175.00	10/13-10/13	1	1	1	\$175.00	
		Buyline Comment: JEOPARDY										

5 of 7

Rep Firm	
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone#	215-568-6540
Salesperson FAX#	215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	44	SA	7P-730P	WHEEL Buyline Comment: WHEEL	:30	\$175.00	10/13-10/13	1	1	1	\$175.00	
	45	M	8P-10P	VOICE Buyline Comment: VOICE	:30	\$1,100.00	10/15-10/15	1	1	1	\$1,100.00	
	46	TU	10P-11P	PARENTHOOD Buyline Comment: PARENTHOOD	:30	\$900.00	10/09-10/09	1	1	1	\$900.00	
	47	TH	8P-9P	ROCK/ALL Buyline Comment: ROCK/ALL	:30	\$650.00	10/11-10/11	1	1	1	\$650.00	
	48	TH	9P-10P	OFFICE/PARKS Buyline Comment: OFFICE/PARKS	:30	\$850.00	10/11-10/11	1	1	1	\$850.00	
	49	F	9P-10P	GRIMM Buyline Comment: GRIMM	:30	\$750.00	10/12-10/12	1	1	1	\$750.00	
	50	F	10P-11P	DATELINE Buyline Comment: DATELINE	:30	\$1,000.00	10/12-10/12	1	1	1	\$1,000.00	
	51	SA	8P-9P	PRIME Buyline Comment: NBC PRIME	:30	\$350.00	10/13-10/13	1	1	1	\$350.00	
	52	SA	9P-10P	PRIME Buyline Comment: NBC PRIME	:30	\$400.00	10/13-10/13	1	1	1	\$400.00	
	53	SU	4P-515P	FNIA Buyline Comment: FNIA	:30	\$600.00	10/14-10/14	1	1	1	\$600.00	
	54	SU	515P-830P	FTBL Buyline Comment: SUN NIGHT FTBL	:30	\$4,000.00	10/14-10/14	1	1	1	\$4,000.00	

6 of 7

Rep Firm
Sales Office (PHILADELPHIA
Salesperson (AMY MCCREARY)
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	55	SU	930P-10P	TBD	:30	\$350.00	10/14-10/14	1	1	1	\$350.00	
				Buyline Comment: TBD								
	56	SU	10P-11P		:30	\$350.00	10/14-10/14	1	1	1	\$350.00	
				Buyline Comment: L&M & ORDER								
	57	TU-F	11P-1135P		:30	\$275.00	10/09-10/12	4	1	4	\$1,100.00	
				Buyline Comment: NEWS								
	58	M	11P-1135P		:30	\$275.00	10/15-10/15	1	1	1	\$275.00	
				Buyline Comment: NEWS								
	59	SA	11P-1135P		:30	\$285.00	10/13-10/13	1	1	1	\$285.00	
				Buyline Comment: NEWS								
	60	SU	11P-1135P		:30	\$285.00	10/14-10/14	1	1	1	\$285.00	
				Buyline Comment: NEWS								
	61	TU-F	1135P-1235A		:30	\$150.00	10/09-10/12	4	1	4	\$600.00	
				Buyline Comment: LENO								
	62	M	1135P-1235A		:30	\$150.00	10/15-10/15	1	1	1	\$150.00	
				Buyline Comment: LENO								
	63	TU-F	1235A-135A		:30	\$60.00	10/09-10/12	4	1	4	\$240.00	
				Buyline Comment: FALLON								
	64	M	1235A-135A		:30	\$60.00	10/15-10/15	1	1	1	\$60.00	
				Buyline Comment: FALLON								
	65	SA	1130P-1A		:30	\$400.00	10/13-10/13	1	1	1	\$400.00	
				Buyline Comment: SNL								

Station KSNV-TV LAS VEGAS, NV. Agency () GMMB
 Advertiser () OBAMA FOR AMERICA 3050 K ST NW
 Product OBAMA FOR AMERICA WASHINGTON, DC 20007
 Estimate# 1537 Agency C/P1/P2/E 95/101/1537
 Buyer MAURA GILROY Flight Dates 10/09/2012 - 10/15/2012
 Phone# Hiatus Weeks
 Fax#

Rep Firm
 Sales Office () PHILADELPHIA
 Salesperson () AMY MCCREARY
 Salesperson Phone# 215-568-6540
 Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
----	----	-----	------	---------	-----	------	-------	------------	------------	-------------	------------	---------

66 SU 1135P-12A :30 \$90.00 10/14-10/14 1 1 1 \$90.00
 Buyline Comment: SPORTS NIGHT

---REPORT TOTALS---
 Report Totals: 156 / \$36,095.00

---SALES MONTHLY TOTALS---

Oct 12: 156 / \$36,095.00
 Sales Totals: 156 / \$36,095.00
 Station Totals: 156 / \$36,095.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$120,317	CATV 0%	KBIR 0%	KINC 0%	KLAS 21%	KSNV 30%
		KTNV 14%	KTTD 1%	KVCW 5%	KVMY 3%	KVVU 26%
		XXXX 0%				

---COMPETITIVE COMMENTS---

SHARES ESTIMATED
 Books NOV12
 Demos RA35+

---Agency Comment---
 PLEASE NOTE ADDRESS CHANGE EFF 8/12

---CREDIT RISK---
 CASH IN ADVANCE